

PHARMACEUTICAL INDUSTRY REPUTATION IN RECOVERY AS GLOBAL PHARMA REPTRAK® FINDS PUBLIC PERCEPTIONS IMPROVING

Bayer, the only company to earn a 'strong' RepTrak® Pulse score, tops the list of the most reputable pharmaceutical brands

BOSTON, MASSACHUSETTS (May 25, 2016) – The reputation of the pharmaceutical industry is improving in spite of high-profile negative publicity in the past year, according to the 2016 Global Pharma RepTrak® released today by Reputation Institute.

“The Global Pharma RepTrak® shows that pharmaceutical companies’ reputations are improving, and that the overall reputation is average with the general public around the world. However, the industry has much work to do with younger consumers, with whom trust and admiration is much weaker,” said Kasper Ulf Nielsen, executive partner of Reputation Institute. “These results show that the industry is not perceived as badly as many industry insiders think. That should encourage the pharma companies to engage and communicate more, because the general public wants to know more about the companies behind the drugs, and today 44-55% are uncertain about what pharma companies do across the 7 dimensions of reputation.”

The RepTrak® System measures the general public’s perception of the world’s top 14 pharmaceutical companies on the seven key rational dimensions of reputation: products and services, innovation, workplace, governance, citizenship, leadership and performance. It is based on more than 23,000 ratings collected in the first quarter of 2016 from respondents who are at least somewhat familiar with the companies.

The top 10 companies in the 2016 Global Pharma RepTrak® are:

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|------------------------|----------------|
| 1. Bayer | 6. Sanofi |
| 2. Abbott Laboratories | 7. Allergan |
| 3. Novo Nordisk | 8. AstraZeneca |
| 4. Roche | 9. Eli Lilly |
| 5. Merck | 10. AbbVie |

Bayer rated highest for products and services, financial performance, leadership and workplace, while Novo Nordisk won on the dimensions of innovation, governance and citizenship.

Overall, the industry earned an average RepTrak® Pulse score of 67.6, up from 65.7 in 2015. However, the industry reputation is still very polarized, with roughly one-third of respondents viewing the industry as having an excellent reputation, while another third perceive it as weak or poor. An “excellent”

reputation is represented by an overall RepTrak® Pulse score of 80 or higher. A RepTrak® Pulse score of 70-79 is considered “strong,” 60-69 is “average,” 40-59.9 is “weak” and 0-39.9 is “poor.”

The industry performs best among older and higher-income consumers, the only demographic to perceive the industry as having a strong reputation overall. The lowest view of the industry comes among consumers ages 18-24, who assigned it a RepTrak® Pulse rating of 63.4.

Public perceptions of pharmaceutical companies are improving across all seven dimensions of reputation, and for the first time, the industry as a whole returned strong scores for two dimensions: products and services, and financial performance, with scores of 70.2 and 70, respectively. The weakest perceptions are for governance and citizenship, with scores of 66.5 and 65.5, respectively.

The full list of the most reputable pharmaceutical companies in the world can be found online at <http://www.reputationinstitute.com/Pharma-RepTrak>.

Reputation Institute is hosting a webinar to discuss the most reputable pharmaceutical companies in the world today on March 25, 2016, at 10 a.m. Eastern Daylight Time (EDT) or 16:00 Central European Time (CET). Register for the webinar on our website at <http://www.reputationinstitute.com/Events>.

About Reputation Institute

Reputation Institute (RI) is the world’s leading consulting and advisory firm for reputation. RI enables many of the world’s leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI’s most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world’s largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

Learn more at: <http://www.reputationinstitute.com/>

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